PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Dave Beran DATE: October 15, 1990

FROM: Mike Azano

SUBJECT: 1990 Established Brand Research Projects

Attached you will find the information you requested for major research projects conducted in 1990 on established brands.

If you need additional information, please let me know.

/sed
Attachment

cc: C. Levy

2045715009

Source: https://www.industrydocuments.ucsf.edu/docs/rxlj0004